

# County Park Awareness



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Part I: Overview of Business

- **Jackson County Conservation** manages 38 individual parks, natural areas, timber preserves, historic sites, river accesses, and campgrounds; encompassing over 2,200 acres across the county. Jackson County is located in eastern Iowa along the Mississippi River.
- The environmental education staff provides many education programs for all ages as well as a center with many exhibits.

Part II: Job Specifics

- Jackson County Conservation received a grant to update their brochure for one of their county parks. I worked on this in conjunction with the staff.
- To make students more aware of their county parks, I am going to develop a project that will enable my students to explore and research the county park they live closest to and develop a way to make the public more interested in visiting that park. I envision their product to be a brochure, video, entrance sign, QR code, or any other product.

Part III: Introduce the Problem

- What county park is closest to your home?
- How often is it visited? Have you ever been there?
- What does the park have to offer? (trails, streams, prairie, flora/fauna species, etc.)
- How can this park be marketed to the community? (Jackson County Conservation will be evaluating the final product and may use student products to market the park)

Part IV: Background

- Find a map of Jackson County parks and figure out which one is closest to your home
- Spend some time there...take pictures?
- Collect some data on frequency of visitors
- Do some research and/or reach out to a naturalist and find out what type of flora/fauna is there
- Figure out a way to make the park more visible and the public more aware of its existence...brochure, local channel/radio broadcast, newspaper article, hold a community event there, etc.

Part V: Business Solution

- Collect data on the frequency of visitors to each of the county parks
- Analyze the data to see which parks are not being enjoyed
- Find grant money (Jackson County Conservation received a grant from Silos and Smokestacks)
- Market that park by planning educational programs there, spotlighting them in the local media, updating the entrance signs, updating the brochures, etc.

Part VI: Student Solutions

- Students will have the opportunity to get acquainted with the county park they live closest to by visiting it, figuring out what the park has to offer the community, and then figure out a way to market that park to the community.
- Products produced can be evaluated by Jackson County Conservation
- Products could include brochures, radio broadcasts, facebook videos, school programs, QR codes, etc.